



People you can trust...dedicated to service.

AMi

Industry Alert

Supporting Marketing with Impact

March 4, 2010

Mailing Impact
Out with the old
"proof of mailing"
Streamlining
Processing

Network with Us!
[DMAW ANNUAL MEETING](#)
 March 11, 2010
 5:00pm - 8:00pm
 Follow Our Marketing Blog
[Anytime 24/7](#)

The More the Merrier
 Forward this email to a Friend

Say adiós to the Red Round Stamp

Effective March 15, 2010 the USPS will discontinue using the round stamp for hard copy mail statements!



If your comfort relies upon seeing a mail statement with a red round stamp for verification, get ready for a letdown.

Beginning March 15, 2010, when a postage statement is presented to a USPS site that is equipped with the PostalOne! system (which should be most all acceptance centers), the Postal Service will no longer fill out the form and red round stamp it.

Instead, as "proof of mailing," and upon request, mailers may obtain a copy of Mailing Transaction Receipt: Form 3607-R, from the USPS after acceptance and verification are completed. Again, there will be no round stamp or signature from the postal clerk. This USPS generated receipt will now be your verification of mailing.

This change is part of the U.S. Postal Service's ongoing efforts to improve efficiencies of business mail acceptance.

Further streamlining of processing

Although the USPS acceptance sites will continue to accept a hard copy postage statement and enter the information into their systems, the USPS is encouraging mailers to submit mail statements electronically (in a prescribed format) prior to presenting the mail for verification.



The Postal Service is also encouraging mailers who have permits to go online to view their mailing activities and retrieve processed postage statements through the [Business Customer Gateway](#). Utilizing this service requires pre-registration and creation of a business user account.

The Postal Service anticipates that in the future customers will migrate to online and electronic business mailing features, to

better serve their mail processing needs. Customers will be able to

- Submit postage statements online
- View and retrieve copies of postage statements
- Download and email postage statements to mail owners
- Manage permits
- View account balances and track transactions
- Receive notification of fees paid/due
- Submit statements and presort documentation server-to-server
- Manage mailing activities

More assistance needed?

AMi encourages you to work closely with your mail service provider to best determine your reporting requirements and statement access.

For more information on this or any other postal issues, call 703.370.0382.

Solutions at AMi Direct
AMi Direct Marketing Solutions

**Share this with friends,
co-workers, and
associates!**

We want your total marketing experience to be a positive one. Send us your project specifications to solutions@amidirect.com, and we will promptly respond with pricing and time frame for completion.

We always work to provide fair pricing and top customer service.

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to milt@amidirect.com by milt@amidirect.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



AMi Direct Marketing Solutions | 4407 Wheeler Ave | Alexandria | VA | 22304